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09/295,230	04/19/1999	CHRISTOPHER EWING	3175.01A	6950

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EXAMINER
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BORISSOV, IGOR N

ART UNIT	PAPER NUMBER
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3628

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06/13/2008

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/295,230	<b>Applicant(s)</b> EWING, CHRISTOPHER	
	<b>Examiner</b> Igor N. Borissov	<b>Art Unit</b> 3628	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 05 March 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) See Continuation Sheet is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1, 2, 4-9, 11-21, 28-34, 36-41, 43-50, 62-66, 68-73, 75-82, 94-98, 100-105, 107-117, 124, 125, and 133 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

Continuation of Disposition of Claims: Claims pending in the application are 1,2,4-9,11-21,28-34,36-41,43-50,62-66,68-73,75-82,94-98,100-105,107-117,124,125 and 133.

### **DETAILED ACTION**

In view of the Appeal Brief filed on 03/05/2008 PROSECUTION IS  
HEREBY REOPENED.

To avoid abandonment of the application, appellant must exercise one of  
the following two options:

(1) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a  
reply under 37 CFR 1.113 (if this Office action is final); or,

(2) initiate a new appeal by filing a notice of appeal under 37 CFR 41.31  
followed by an appeal brief under 37 CFR 41.37. The previously paid notice of  
appeal fee and appeal brief fee can be applied to the new appeal. If, however,  
the appeal fees set forth in 37 CFR 41.20 have been increased since they were  
previously paid, then appellant must pay the difference between the increased  
fees and the amount previously paid.

A Supervisory Patent Examiner (SPE) has approved of reopening  
prosecution by signing below:

/JOHN W HAYES/

Supervisory Patent Examiner, Art Unit 3628

***Claim Rejections - 35 USC § 112***

The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

Claim 19 is rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

A single means claim, i.e., where a means recitation does not appear in combination with another recited element of means, is subject to an undue breadth rejection under 35 U.S.C. 112, first paragraph. *In re Hyatt*, 708 F.2d 712, 714-715, 218 USPQ 195, 197 (Fed. Cir. 1983) (A single means claim which covered every conceivable means for achieving the stated purpose was held nonenabling for the scope of the claim because the specification disclosed at most only those means known to the inventor.). When claims depend on a recited property, a fact situation comparable to *Hyatt* is possible, where the claim covers every conceivable structure (means) for achieving the stated property (result) while the specification discloses at most only those known to the inventor.

MPEP 2164.08(a).

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

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Claims 5, 7, 8 and 19 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 5 recites: “giving said second party an opportunity to choose whether said second party will accept, or will not accept, attempting gifts...”, which is confusing. The recipient can decide whether accept the gift, or not. It is not clear what this phrase actually mean: “giving said second party an opportunity to choose”.

Furthermore, the claim describes only one outcome of the recited method step: if the second party exercises the opportunity, and does not provide any information how the method should be conducted if the second party does not exercise the opportunity, thereby make the claim indefinite. Same reasoning applied to claims 7 and 8.

Claim 19 recites:

“A gift giving system, the system comprising:

A gift giving website, enabling a first party to send a gift to a second party, wherein the enabling is carried out without revealing a non-pseudonymous name corresponding to said first party to said second party and without revealing a non-pseudonymous name of said second party to said first party.”

The language of the claim is vague and indefinite. It is not clear which part of the claim represents known features and which part recites novel features of the invention, and whole claim reads as an intended use rather than an apparatus. Examiner recognizes that a functional limitation is an attempt to define something by what it does, rather than by what it is, and functional language does not, in and of itself, render a claim improper. In re Swinehart, 439 F.2d 210, 169 USPQ 226 (CCPA 1971). However, in this case, the system claim completely lacks the recitation of structural elements of the apparatus.

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MPEP 2114 states:

**APPARATUS CLAIMS MUST BE STRUCTUR-ALLY DISTINGUISHABLE FROM THE PRIOR ART**

>While features of an apparatus may be recited either structurally or functionally, claims directed to >an< apparatus must be distinguished from the prior art in terms of structure rather than function. >*In re Schreiber*, 128 F.3d 1473, 1477-78, 44 USPQ2d 1429, 1431-32 (Fed. Cir. 1997) (The absence of a disclosure in a prior art reference relating to function did not defeat the Board's finding of anticipation of claimed apparatus because the limitations at issue were found to be inherent in the prior art reference); see also *In re Swinehart*, 439 F.2d 210, 212-13, 169 USPQ 226, 228-29 (CCPA 1971);< *In re Danly*, 263 F.2d 844, 847, 120 USPQ 528, 531 (CCPA 1959). "[A]pparatus claims cover what a device *is*, not what a device *does*." *Hewlett-Packard Co. v. Bausch & Lomb Inc.*, 909 F.2d 1464, 1469, 15 USPQ2d 1525, 1528 (Fed. Cir. 1990) (emphasis in original).

The claim recites only a gift giving website. Microsoft® Computer Dictionary, 4<sup>th</sup> Edition, 1999, page 479, defines a Web site as:

"A group of related HTML documents and associated files, scripts, and databases that is served up by an HTTP server on the World Wide Web".

Accordingly, it is not clear what the claim relates to: a database, a content of said database, a software for presenting said content, or a server running said software? May be the claim relates to an interface for presenting said content? So as some of said claim interpretations could belong to different statutory classes of invention, the question arises how many statutory classes of invention are recited in the claim?

***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 19-21, 28, 29, 115-117, 124 and 125 are rejected under 35

U.S.C. 102(e) as being anticipated by Bezos et al (US2002/1078089).

As per Claim 19.

Bezos et al ('089) discloses:

a web site, enabling said first party to send a gift to a second party without revealing a non-pseudonymous name corresponding to said first party to said second party and without revealing a non-pseudonymous name of said second party to said first party, see paragraph (0016), lines 1-14 and paragraph (0022).

As per Claim 20.

Bezos et al ('089) further discloses electronically charging a fee, see paragraph (0021) line 21-22.

As per Claim 21,

Bezos et al ('089) further discloses gift is sent only responsive to an acceptance communication from the second party, see figures 5 and 6, if the telephone number is used, and a message is left, see figures 5 and 6; if the recipient doesn't return the call to provide the delivery information, the recipient has effectively refused receipt of the gift.

As per Claim 28.



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Bezos et al ('089) further discloses giving the first party an opportunity to reveal true identity information about said first party's self, see paragraph (0021) lines 21-23.

As per Claim 29.

Bezos et al ('089) further discloses giving the second party an opportunity to reveal true identity information about said second party's self, see figure 6 (603,605).

As per Claims 115-117, 124 and 125.

Bezos et al ('089) further discloses the website determines whether said second party would accept said gift prior to said enabling said first party to send said gift, see figures 5 and 6, if the telephone number is used, and a message is left, see figures 5 and 6, if the recipient doesn't return the call to provide the delivery information, the recipient has effectively refused receipt of the gift.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-2, 4, 5, 9, 11-14, 16, 22-24, 26, 30-34, 36-46, 48, 62-66, 68-78, 80, 94-98, 100-105, 107-110, 112, 126-128 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al (US2002/1078089) in view of Kobata et al. (US 7,051,003 B1).**

As per Claim 1.

Bezos et al ('089) discloses:

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receiving a request over the internet from a first Party for a gift to be sent to a second party, see figure 4 and paragraph (0015), lines 5-8 and (0016);

obtaining over the Internet from said first party a pseudonym of said second party, see figure 5 (501a, 502a) and paragraph (0015) lines 8-14;

securing over the Internet a non-pseudonymous name and address associated with the second party's pseudonym, see figure 8 (801, 804, 805);

determining, over the Internet, whether said second party would accept the gift, see figures 3, 5, 6 and (0019), if sufficient reply is received from the recipient via email from the email contact of (501b) or telephone contact of (502b) the second party has effectively agreed to accept the gift, and

if said second party would accept that gift, processing said request to send said gift to produce computer output enabling said gift to be sent to said second party without revealing a non-pseudonymous name, see paragraph (0022) of one of said parties to another of said parties according to the request, see figure 8 (808).

Furthermore, Bezos et al. discloses an option that if an email is sent (501b) and a sufficient reply is not received in the allotted time or if the telephone number is used (502b), and a message is left, see figures 5 and 6, the recipient doesn't return the call to provide the delivery information, then the gift giver is notified that the gift cannot be delivered [0015; last sentence].

However, Bezos et al. does not specifically teach that if said second party *would not accept* the gift, electronically informing said first party that said second party *has chosen not to accept* said gift.

Kobata et al. teaches an electronic parcel delivery method, wherein, if the user receives notification regarding delivery of the electronic parcel, the user reviews attributes of the parcel (such as the identity of the sending system, the name of the parcel, the time sent, and the parcel size). After that the user can decide to accept or reject delivery of the parcel, and, consequently, rejects the parcel (C. 6, L. 56-64).

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It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Bezos et al. to include that if said second party *would not accept* the gift, electronically informing said first party that said second party *has chosen not to accept* said gift, as disclosed in Kobata et al., because it would advantageously allow to avoid delivery from unwanted, suspicious, or unknown senders, as specifically stated in Kobata et al. (C. 6, L. 65-67).

As per Claim 2.

Bezos et al ('089) further discloses the step of issuing an order that said gift be send to said second party's non-pseudonymous name and address, see figure 8 (809).

As per Claim 4.

Bezos et al ('089) further discloses contacting said second party and requesting revelation of said second party's non-pseudonymous name and address, see figure 5 (501b, 502b) and figure 3 (305).

As per Claim 9.

Bezos et al ('089) further discloses informing the first party that the second party has not chosen to accept the blind gift, see figure 9 (905) and (0015) last 3 lines.

As per Claim 10,

Bezos et al ('089) further discloses the step of communicating to a third party (the postal service) an order that said gift be sent [0003]. While Bezos et al. does not specifically teach that said communicating step is conducted electronically, it is old and well known to communicate using electronic communications means, for example to use electronic mail for communicating

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over the Internet, as evidenced by Bezos et al. (electronic mail address [0015], lines 9-12), for the benefit of saving time.

As per Claim 11,

Bezos et al ('089) further discloses giving the first party an opportunity to reveal true identity information about said first party's self, see paragraph (0021) lines 21-23.

As per Claim 12,

Bezos et al ('089) further discloses giving the second party an opportunity to reveal true identity information about said second party's self, see figure 6 (603,605).

As per Claim 13,

Bezos et al ('089) further discloses electronically charging a fee, see paragraph (0021) line 21-22.

As per Claim 14.

Bezos et al ('089) further discloses electronically charging a fee to a charge card, see paragraph (0021) line 21-22.

As per Claim 16.

Bezos et al ('089) further discloses electronically charging a fee, see paragraph (0.021) line 21-22.

As per Claim 22,

Kobata et al. discloses that upon reviewing the attributes of the parcel (such as the identity of the sending system, the name of the parcel), the user can decide to accept or reject delivery of the parcel, and, consequently, rejects the parcel (C. 6, L. 56-64) for the benefit of avoiding delivery from suspicious or

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unknown senders (C. 6, L. 65-67), thereby suggesting the feature of refusing said gift from said first party if said first party *is not identified by a particular name*.

As per Claim 23,

Kobata et al. discloses that upon reviewing the attributes of the parcel (such as the identity of the sending system, the name of the parcel), the user can decide to accept or reject delivery of the parcel, and, consequently, rejects the parcel (C. 6, L. 56-64) for the benefit of avoiding delivery from suspicious or unknown senders (C. 6, L. 65-67), thereby suggesting the feature of refusing said gift from said first party if said first party *is not identified by a true name*.

As per Claim 24,

Kobata et al. discloses that upon reviewing the attributes of the parcel (such as the identity of the sending system, the name of the parcel), the user can decide to accept or reject delivery of the parcel, and, consequently, rejects the parcel (C. 6, L. 56-64) for the benefit of avoiding delivery from unwanted senders (C. 6, L. 65-67), thereby suggesting the feature of refusing said gift from said first party if said first party *is identified by a particular pseudonym*.

As per Claim 26.

Kobata et al. discloses responding to said first party after delivery of a parcel sent to said second party by said first party (C. 8, L. 32-33). The motivation to combine would be to provide the sending party a mechanism for confirming receipt and subsequent use of the parcel (Kobata et al, C. 8, L. 41-43).

As per Claim 30.

Bezos et al ('089) further discloses gift is sent responsive to a message from the second party, see figure 6 (603).

As per Claim 31.

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Bezos et al ('089) further discloses gift-is sent responsive to an acceptance communication from the second party, see figure 6 (606).

As per Claim 32.

Bezos et al ('089) further discloses gift is sent only responsive to an acceptance communication from the second party, see figures 5 and 6, if the telephone number is used, and a message is left, see figures 5 and 6; if the recipient doesn't return the call to provide the delivery information, the recipient has effectively refused receipt of the gift.

As per Claim 33, 34, 36-50, 62-64.

Bezos et al ('089) furtherdiscloses the step of processing said request to send a gift is carried out without revealing the non-pseudonymous name of said first party to said second party, and without revealing a non-pseudonymous name of said second party to said first party, see paragraph (0022) specifically lines 9-18 (the second party is given the tracking number of the gift order, riot the first party's non-pseudonymous name) and paragraphs (0015) and (0017) (the first party enters only the email address or phone number of the second party and databases or contact by the service gather the information from the second party).

As per Claims 54-56, 58,

Bezos et al teaches processing a request to send said gift by accessing a membership database containing the non-pseudonymous name (electronic mail address) of said second party (same reasoning as applied to claim 3).

As per Claims 65, 66, 68-78, 80, 94-96.

Bezos et al ('089) further discloses the step of processing said request to send a gift is carried out without revealing the non-pseudonymous name of said first party to said second party, see paragraph (0022) specifically lines 9-18 (the

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second party is given the tracking number of the gift order, not the first party's non-pseudonymous name).

As per Claims 97-98, 100-105, 107-110, 112.

Bezos et al ('089) further discloses the step of processing said request to send a gift is carried out without revealing the non-pseudonymous name of said second party to said first party, see paragraphs (0025) and (0017)( the first party enters only the email address or phone number of the second party and databases or contact by the service gather the information from the second party).

As per Claims 126-128.

Bezos et al ('089) further discloses enabling the processing with a website of a member network, said first party and said second party being respective members, and wherein the processing step is carried out accessing member data internal to the network to obtain the non-pseudonymous name and address of the second party (same reasoning as applied to claim 3).

**Claims 15, 47, 79, 111 are rejected under 35 U.S.C. 103(a) as obvious over Bezos et al. in view of Kobata et al. and further in view of Walker (US 6,330,544).**

As per claims 15, 47, 79, 111.

Bezos et al ('089) further discloses electronically charging a fee to a charge card, see paragraph (0021) line 21-22.

Bezos et al and Kubata et al. does not disclose the step of confirming receipt of said order that said blind gift be sent, before electronically charging said fee to said first party.

Walker (6,330,544) teaches charging after confirmation of receipt of a gift, see column 3, lines 31-35 for the benefit of greater flexibility in gift giving

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Therefore, it would have been obvious to one of ordinary skill in the art, at the time the invention was made to modify the invention of Bezos et al. and Kubata et al. ('089) to confirm receipt of said order that said gift be sent, before electronically charging said fee, as disclosed in Walker, for the benefit of greater flexibility in gift giving.

**Claims 17, 18, 49, 50, 81, 82, 113, 114 are rejected under 35 U.S.C. 103(a) as obvious over Bezos et al. in view of Kobata et al. and further in view of Oneda (US 5,965,860).**

As per Claims 17, 49, 81, 113.

Bezos et al ('089) further discloses electronically charging a fee related to the value of the gift, see paragraph (0021) lines 21-22.

Bezos et al and Kubata et al. does not disclose the step of charging another fee.

Oneda ('860) teaches a membership management system that charges a membership fee, see column 6, lines 3-10 for the benefit of recovering operating costs.

Therefore, it would have been obvious to one of ordinary skill in the art, at the time the invention was made to modify Bezos et al and Kubata et al. to include registering members and charging a membership fee, as disclosed in Oneda, for the benefit of recovering operating costs.

As per Claims 18, 50, 82, 114.

Bezos et al ('089) further discloses electronically charging a fee related to the value of the gift, see paragraph (0021) lines 21-22.

Bezos et al and Kubata et al. does not disclose the step of charging a fee to the second party.



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Oneda ('860) teaches a membership management system that charges a membership fee, see column 6, lines 3-10 for the benefit of recovering operating costs.

Therefore, it would have been obvious to one of ordinary skill in the art, at the time the invention was made to modify Bezos et al and Kubata et al. to include registering members and charging a membership fee for the benefit of recovering operating costs.

**Claims 51-53, 60-61, 83-85, 92, 93, 129-133 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al. in view of MacNaughton et al. (US 5,796,393).**

As per Claims 51-53, 60-61, 83-85, 92, 93.

Bezos et al. and Kobata et al. teaches all the limitations of claims 51-53, 60-61, 83-85, 92, 93, including enabling a request to send said gift by accessing a network database containing said non-pseudonymous name of said first party and said non-pseudonymous name of said second party (Bezos, [0016], lines 19-24), except specifically teaching that said database is a membership database.

MacNaughton et al. teaches a method and system for integrating an on-line service community with a foreign service, wherein said system includes a membership database (Fig. 1B, item 44), said membership database includes names and addresses of the registered participants (parties) of said on-line community (C. 8, L. 29-33).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Bezos et al. and Kobata et al. to include that said database containing non-pseudonymous name of said first party and said non-pseudonymous name of said second party is a membership database, as disclosed in MacNaughton et al., because it would advantageously allow to provide said gift to community-oriented members, thereby expanding the audience and potentially increase revenue (MacNaughton et al.; C. 2, L. 63-67).

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Furthermore, in this case, each of the elements of the cited references combined by the Examiner performs the same function when combined as it does in the prior art. Thus, such a combination would have yielded predictable results. See *Sakraida*, 425 U.S. at 282, 189 USPQ at 453. Therefore, Supreme Court Decision in *KSR International Co. v. Teleflex Inc.* (KSR, 82 USPQ2d at 1396) forecloses the argument that a specific teaching, suggestion, or motivation is required to support a finding of obviousness. See the recent Board decision *Ex arte Smith*, --USPQ2d--, slip op. at 20, (Bd. Pat. App. & Interf. June 25, 2007).

As per Claim 129.

Bezos et al ('089) discloses:

receiving a request over the Internet from a first Party to send a gift, see figure 4 and paragraph (0015), lines 5-8 and (0016);

obtaining a non-pseudonymous name and address associated with the second party's pseudonym by looking up said second party's pseudonym in the database see figure 8 (801,804, 805);

processing said request to send said gift to produce computer output enabling said gift to be sent to said second party without revealing the non-pseudonymous name of one of said parties to another of the parties (0022); see figure 8 (808).

Bezos et al. does not specifically teach that said database is a membership database.

MacNaughton et al. teaches a method and system for integrating an on-line service community with a foreign service, wherein said system includes a membership database (Fig. 1B, item 44), said membership database includes names and addresses of the registered participants (parties) of said on-line community (C. 8, L. 29-33).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Bezos et al. to include that said database is a membership database, as disclosed in MacNaughton et al., because it would

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advantageously allow to provide said gift to community-oriented members, thereby expanding the audience and potentially increase revenue (MacNaughton et al.; C. 2, L. 63-67). Furthermore, in this case, each of the elements of the cited references combined by the Examiner performs the same function when combined as it does in the prior art. Thus, such a combination would have yielded predictable results. See *Sakraida*, 425 U.S. at 282, 189 USPQ at 453. Therefore, Supreme Court Decision in *KSR International Co. v. Teleflex Inc.* (KSR, 82 USPQ2d at 1396) forecloses the argument that a specific teaching, suggestion, or motivation is required to support a finding of obviousness. See the recent Board decision *Ex arte Smith*, --USPQ2d--, slip op. at 20, (Bd. Pat. App. & Interf. June 25, 2007).

As per Claim 130.

Bezos et al ('089) discloses said method, wherein the processing said request to send a gift is carried out without revealing the non-pseudonymous name of said first party to said second party (see paragraph (0016), lines 1-14 and paragraph (0022)).

As per Claim 131.

Bezos et al ('089) discloses said method, wherein the processing said request to send a gift is carried out without revealing the non-pseudonymous name of said second party to said first party (see paragraph (0016), lines 1-14 and paragraph (0022)).

As per Claim 132.

Bezos et al ('089) discloses said method, wherein the processing said request to send a gift is carried out without revealing the non-pseudonymous name of said first party to said second party, and without revealing the non-pseudonymous name of said second party to said first party (see paragraph (0016), lines 1-14 and paragraph (0022)).

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As per Claim 133,

Bezos et al ('089) further discloses the step of communicating to a third party (the postal service) an order that said gift be sent [0003]. While Bezos et al. does not specifically teach that said communicating step is conducted electronically, it is old and well known to communicate using electronic communications means, for example to use electronic mail for communicating over the Internet, as evidenced by Bezos et al. (electronic mail address [0015], lines 9-12), for the benefit of saving time.

**Claims 3, 35, 67, 86-88, 90, 99 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al. in view of Kobata et al. and further in view of MacNaughton et al. (US 5,796,393).**

As per Claim 3,

Bezos et al ('089) and Kobata et al. further discloses the step of securing a non-pseudonymous name and address associated with said second party's pseudonym is carried out by looking up said second party's pseudonym (electronic mail address Bezos et al., [0015], lines 9-12) in a network database (Internet-based database) [0016], lines 19-24.

Bezos et al. and Kobata et al. does not specifically teach that said network database is a membership database.

MacNaughton et al. teaches a method and system for integrating an on-line service community with a foreign service, wherein said system includes a membership database (Fig. 1B, item 44), said membership database includes names and addresses of the registered participants (parties) of said on-line community (C. 8, L. 29-33).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Bezos et al. and Kobata et al. to include that said database is a membership database, as disclosed in MacNaughton et

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al., because it would advantageously allow to provide said gift to community-oriented members, thereby expanding the audience and potentially increase revenue (MacNaughton et al.; C. 2, L. 63-67). Furthermore, in this case, each of the elements of the cited references combined by the Examiner performs the same function when combined as it does in the prior art. Thus, such a combination would have yielded predictable results. See *Sakraida*, 425 U.S. at 282, 189 USPQ at 453. Therefore, Supreme Court Decision in *KSR International Co. v. Teleflex Inc.* (KSR, 82 USPQ2d at 1396) forecloses the argument that a specific teaching, suggestion, or motivation is required to support a finding of obviousness. See the recent Board decision *Ex arte Smith*, --USPQ2d--, slip op. at 20, (Bd. Pat. App. & Interf. June 25, 2007).

As per Claim 35.

Bezos et al ('089) furtherdiscloses the step of processing said request to send a gift is carried out without revealing the non-pseudonymous name of said first party to said second party, and without revealing a non-pseudonymous name of said second party to said first party, see paragraph (0022) specifically lines 9-18 (the second party is given the tracking number of the gift order, riot the first party's non-pseudonymous name) and paragraphs (0015) and (0017) (the first party enters only the email address or phone number of the second party and databases or contact by the service gather the information from the second party). As per membership database per se, see reasoning applied to claim 3.

As per Claim 67.

Bezos et al and Kobata et al. further discloses the step of processing said request to send a gift is carried out without revealing the non-pseudonymous name of said first party to said second party, see paragraph (Bezos, (0022) specifically lines 9-18 (the second party is given the tracking number of the gift order, not the first party's non-pseudonymous name)). As per membership database per se, see reasoning applied to claim 3.

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As per Claims 86-88, 90,

Bezos et al. and Kobata et al. teaches all the limitations of claims 86-88, 90, including enabling a request to send said gift by accessing a network database containing said non-pseudonymous name of said first party and said non-pseudonymous name of said second party (Bezos, [0016], lines 19-24), except specifically teaching that said database is a membership database.

MacNaughton et al. teaches a method and system for integrating an on-line service community with a foreign service, wherein said system includes a membership database (Fig. 1B, item 44), said membership database includes names and addresses of the registered participants (parties) of said on-line community (C. 8, L. 29-33).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Bezos et al. and Kobata et al. to include that said database containing non-pseudonymous name of said first party and said non-pseudonymous name of said second party is a membership database, as disclosed in MacNaughton et al., because it would advantageously allow to provide said gift to community-oriented members, thereby expanding the audience and potentially increase revenue (MacNaughton et al.; C. 2, L. 63-67).

As per Claims 99.

Bezos et al and Kobata et al. further discloses the step of processing said request to send a gift is carried out without revealing the non-pseudonymous name of said second party to said first party, (Bezos, see paragraphs (0025) and (0017) (the first party enters only the email address or phone number of the second party and databases or contact by the service gather the information from the second party)).

### **Not disclosed by Prior Art**

As per Claim 25.

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Bezos et al ('089) does not disclose the website enables said second party to refuse a blind gift from said first party if said blind gift is of a particular product-type.

As per Claim 27.

Bezos et al ('089) does not disclose the website enables said second party to respond to said first party after refusal of an attempted blind gift to said second party by said first party.

Claims 57, 59, 89, 91, 121, 123, are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

### ***Response to Arguments***

Applicant's arguments with respect to claims 1-133 have been considered but are moot in view of the new ground(s) of rejection.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Igor Borissov whose telephone number is 571-272-6801. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR

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system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Igor N. Borissov/

Primary Examiner, Art Unit 3628